

Pure Life Healthy Homes Announces New Water Filter for Arsenic

Arsenic in our drinking water? Too often, the answer is “Yes”.

Most of us know that water pollution is a growing problem – but not many realize that arsenic - the poison we read about in old-time murder mysteries - is present in our tap water in many parts of the USA.

A study by the Environmental Working Group (EWG) found that in 9,956 communities, [in 38 states, tap water was contaminated at levels about health-based thresholds.](#)

What can we do about it?

A solution is at hand in the form a simple water pitcher. Pure Life Healthy Homes announced today that it is carrying the new “Code Blue” water filter –the only pass-through water filter on the market today that filters arsenic.

The Code Blue filter, uses a patented ARTI-64 sponge technology and is manufactured by MARTI (Metals and Arsenic Removal Technology, Inc.). Independent lab tests show that the ARTI-64 filter reduced arsenic to undetectable levels.

Arsenic from Industry

Arsenic is a metal that can enter water by erosion –from mining or agricultural runoff, as well as from leaching out from pressure-treated lumber. It’s highly toxic and is classified by the US EPA as a carcinogen.

In a health sheet on pressure treated lumber, the [University of Minnesota says that arsenic causes cancer in humans and has other toxic effects on the skin and internal organs.](#) The same publication states that arsenic health effects can take years to develop, after long-term (chronic) exposures to small amounts of arsenic.

How Much is Too Much?

The EPA has established a Maximum Contaminant Limit (or MCL) of 10 ppb (parts per billion). This amount was reduced from an earlier level of 50 ppb. However, EWG reports that California recently proposed an acceptable drinking water level (called a public health goal) for arsenic of 4 parts per trillion, 2500 times lower than the EPA's new MCL of 10 ppb.

Alan Pounds, a distributor for Code Blue filters based in Kansas, says:
"Even if your tap water falls within the EPA minimum, is that really good enough? I mean, how many people would say it’s OK to drink a little bit of arsenic every day? Not me. I’d rather filter it down to undetectable levels!"

Audrey Franklin, owner of Pure Life Healthy Homes, says she likes carrying the Code Blue water filter because its simple and inexpensive. The replaceable filter within the pitcher, which costs about \$20, cleans 150 gallons of water. That averages out to 13 cents per gallon.

An added bonus is that the Code Blue water pitcher filters some other contaminants as well. [Independent lab tests show the filter also reduces other metals](#) plus the following microbial contaminants: coliform, E. coli, staphylococcus aureus, and general plate count.

Reduce the Risk by Testing and Filtering.

The best way to determine your water filtering needs is to have your water tested by a qualified lab - one that tests not only for “the basics”, but for the four main categories of water contaminants:

- microbes
- radioactive pollutants
- organic
- inorganic chemicals (arsenic can exist in both organic and inorganic form)

Some Code Blue users say they can't afford a costly lab test, so are using their inexpensive filter pitcher as an “insurance policy” against arsenic.

To find out more about the Code Blue water filter, visit the Pure Life Healthy Homes website.